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NAME OF COMMITTEE (In Full)
PROGRESSIVE CHANGE CAMPAIGN COMMITTEE

FEC IDENTIFICATION NUMBER
C00458000

Mailing Address 1630 R STREET NW #703

City	State	ZIP Code
WASHINGTON	DC	20009

This submission responds to the Commission's letter of September 18, 2016, regarding the committee's 2016 July Quarterly Report:

- 1) Payments for Per Diem and Rent Stipend are made at a standard daily rate pursuant to committee policy and are not reimbursements for any specific expense.
- 2) The report has been amended to provide more specific purposes.
- 3, & 4) The committee has been filing estimated 48 Hour Reports for Facebook in advance due to the unknown nature of billing for click through advertisements. The committee filed an initial notice for this purpose on March 26, 2016. The committee has filed a 24 or 48 Hour notices before spending any additional funds on such ads once each \$10,000 on such ads has been spent. The Commission's analysis fails to include the 48 Hour report filed on March 26, 2016 for this purpose. If the Commission includes this report, it believes that it has not filed any late 24 or 48 Hour reports with the Commission.
- 5) As explained above, the committee, in order to comply with the 24 and 48 Hour reporting requirements has filed estimated amounts for the purposes of Form 24 and has reported actual spenidng on its reports. This was required by the fact that advertising on Facebook is billed in arrears and is based on the actual number of views or clickthroughs. Therefore, it is necessary to estimate the amount of spending in advance.
- 6) The committee was running advertising during the primary season which was intended to oppose Mr. Trump in the general election. These ads were targeted on a national basis and not in any particilar primary state. However, since there were ongoing primaries in some states, the committee continued to disclose such expenditures as primary.